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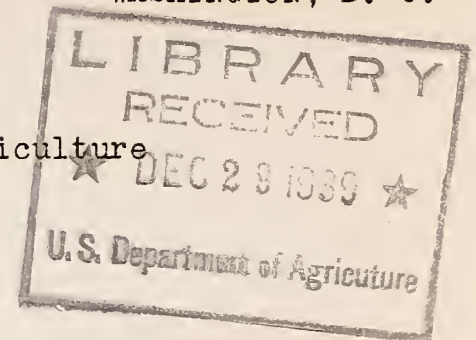
United States Department of Agriculture

RELEASE FOR PUBLICATION :
JANUARY 3, 1940. :

WASHINGTON, D. C.

THE MARKET BASKET
by
Bureau of Home Economics, U. S. Department of Agriculture

THE 1940 FOOD BUDGET



Food budgets are often "strained" after the special holiday cooking. So many homemakers like to start the new year with workable plans for feeding their families nutritious foods at a reasonable cost.

Nutritionally, the difference between good diets and ordinary diets, lies chiefly in the amounts of protective foods that are used. That is to say, the good diets include more eggs, dairy products, green and yellow vegetables, and fruits.

Women who are making plans to emphasize the protective foods in their new food budgets, are fortunate this year. The nation's table will have an ample supply of these foods in the early part of 1940, according to estimates of the United States Bureau of Agricultural Economics.

Egg supplies are expected to be ample. The quantities of dairy products are expected to be adequate. Fresh winter vegetables are plentiful and there is a good supply of canned vegetables in storage. Fresh fruits are abundant, with the usual bountiful supply of oranges and grapefruit coming to the market. Plenty of fruit is also on hand in both the dried and canned form, as well as the fresh.

Pork, with its great increase in production, also calls for special attention because it has raised the meat supply higher than it has been for several years. There is plenty of wheat, too, both for domestic and possible export needs.

We know that some kinds of food are more important for body needs than others and some give us food value more cheaply than others. The trick in planning well-

balanced meals at reasonable cost, is to know which foods are "good buys" in terms of the nutrients they contain. Then it is the cook's and the menu-planner's job to make meals appetizing by choosing a variety of foods and by good preparation and attractive serving.

When "Bargain hunting" for food values, it's also important to know that the foods high in nutrients may be purchased at different price levels. For example, one kind of green vegetable may be cheaper than another and still be equally good. Beef liver is less expensive than sirloin steak, yet it contains more food value. Milk may be purchased in the fresh, evaporated, or powdered form. Of course, the grade of food used, the quantity purchased at one time, and the keenness of the shopper in picking up bargains, all have their effect on the food budget.

A "fool-proof" system for assuring a good diet for everybody has not yet been worked out. But the Federal Bureau of Home Economics has made some helpful weekly market lists at different levels of cost. From them, a homemaker may readily make up a weekly market list for a family of any size and any combination of children and adults doing different kinds of work. These lists are included in "Diets to Fit the Family Income" (F.B. 1757), which is free upon request to the United States Department of Agriculture, Washington, D.C.

The homemaker can do much to solve her own problem by keeping itemized records of food weights and costs for two or three weeks, and then comparing her records with the suggested marketing lists. Such a system of records serves as a guide in judging whether meals are well balanced. It also enables the homemaker to tell whether she is allowing a reasonable part of the total family budget for food.

To see how this works, let's take the case of a young couple who are just starting to keep house. Young Mr. Smith sits at a desk all day, but he comes home for lunch. He walks back and forth to this office and does some work around the

house in the evening. Mrs. Smith does her own housework and laundry. Neither of them are doing hard physical labor, but they are fairly active. Mrs. Smith is anxious for them to have a good diet, but at a moderate cost. Their market order each week should include about:

milk	7 quarts
potatoes and sweet potatoes	5 $\frac{1}{2}$ pounds
mature, dry legumes and nuts	$\frac{1}{2}$ pound
tomatoes and citrus fruits	4 pounds
leafy, green, and yellow vegetables	7 pounds
other vegetables	12 pounds
eggs	1 dozen
lean meat and fish	6 pounds
flour and cereals	6 $\frac{1}{3}$ pounds
butter	1 pound
other fats	1 pound
sugar	2 pounds

With this as their marketing order, during the week they will each have 10 to 11 servings of potatoes and sweet potatoes and 7 to 8 servings of meat, fish, or poultry. With these foods they will also have 1 to 2 servings of legumes or nuts; 5 to 6 servings of tomatoes and citrus fruits; 10 to 11 servings of leafy, green, and yellow vegetables; and 6 eggs apiece. Each day they will each have a pint of milk, a serving of cereal, dessert once or twice, and bread at every meal.

But suppose the Smiths live on a farm where they both work outdoors and are very active. They would spend less money for food, because they would grow many of their own supplies. But they would need a larger amount of some foods -- such as potatoes, cereals, sugar, and fats, which are inexpensive sources of the food energy needed for muscular work.

For a family with children, one extra quart of milk should be added each day for each child to help meet the protein, mineral, and vitamin requirements. Don't worry if the teen age boy seems to be "eating more than his father!!" He's probably far more active and he's growing so rapidly that he needs more calories and other food values in proportion to his size. Many children, from 11 to 16 or 17 years, have the same or higher food requirements than their parents.

Younger children, of course, need a smaller amount of high calorie foods. But it is important that along with these foods they get the protein, minerals, and vitamins that are needed as body builders and boy regulators.

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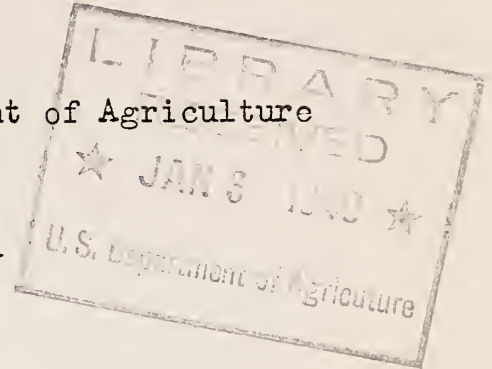
WASHINGTON, D. C.

THE MARKET BASKET

by

Bureau of Home Economics, U. S. Department of Agriculture

ORANGES NO LONGER A LUXURY



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In grandmother's time oranges were a rare delicacy.. But now Americans have taken oranges out of the class of luxuries and put them on breakfast tables throughout the land.

There have been plenty of oranges to fill the country's fruit bowl for several years now, and the 1940 crop is expected to be more bountiful than usual. Oranges are abundant everywhere -- from the general store at the country cross roads to the city delicatessen.

Although oranges are available throughout the year, the big orange season begins this month. And oranges are most welcome during these winter months when supplies of many other fresh fruits and fresh vegetables may be low.

Nutrition workers have also looked into the orange-eating habit, and discovered that this fruit has a real place in the well-balanced diet. Their studies show that oranges are an excellent source of vitamin C.

Vitamin C is a rather special vitamin that must be supplied each day for both children and grown-ups to have all around good health. It has an important function in keeping bones and teeth in good condition. A real shortage of vitamin C will produce scurvy -- that disease so dreaded by old-time sailors who were often without fresh foods for months at a time.

Even when the supply is plentiful, care must be used to select good values in oranges. However, there are a few general rules to use in picking oranges. First of all, "weigh" the oranges in your hand. If they feel heavy for their size, they probably will have plenty of juice. Next, be sure the oranges are firm and that they have no soft spots where spoilage may occur.

Most good oranges have fairly smooth skins; but this is not always the rule. Get to know the varieties that are good on the inside, though they may have a rough exterior.

If the food budget is limited, bulk oranges may be a better bargain than those that are graded and wrapped individually in paper. The graded oranges look more attractive because they are washed and polished, but the ungraded kind usually have the same food value and the same flavor. Whichever kind you choose, avoid oranges that are puffy, spongy, or wilted.

Orange juice has become a breakfast tradition in many homes and it is one of the first foods given to infants. So it is no wonder that a glass of refreshing orange juice is the happy ending for many oranges -- especially those from Florida. "Pineapples" and the midseason oranges, which are commonly used for juice purposes, are on the market now at a reasonable price. Later in the spring there will be the Valencias -- first from Florida and then from California.

To get the most juice for your money, select the heaviest and smoothest oranges, ignoring discolorations which affect only the outside appearance of the fruit. Russet spots or slight scarring, which may appear on the outside of the skin, will not affect the flavor or the amount of juice. Lower grade oranges frequently are the best bargain for juice purposes.

If the orange is to be used for purposes other than producing juice, the dessert or salad type is usually preferred. These oranges are easy to peel and easy to eat when divided into sections or when sliced. It probably was this kind of an orange that Robert Louis Stevenson had in mind when he wrote the lines:

"And every day when I've been good,
I get an orange after food."

Navel oranges, most of which come from California, probably are the commonest variety of dessert oranges now on the market. Temples and Mandarin type oranges, such as tangerines, are other varieties that are easily eaten out of hand.

The orange in itself makes a perfect dessert. But it may be combined with other fruits to make a satisfying fruit cup. Oranges add sparkle to a mixture of canned fruit, or they may be used with apples, bananas, grapes, or any other fresh fruits. As a novelty, try serving the mixed fruit in the half orange shell.

Ambrosia is another simple dessert. To make it, peel the orange and remove the white membrane from the outside and between the sections. Slice the orange and arrange it attractively on a dessert plate. Sprinkle with coconut and garnish with red cherries or almond halves. If the orange is quite sour, the sections may be dipped in honey before the coconut is sprinkled over them.

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INFORMATION FOR THE PRESS

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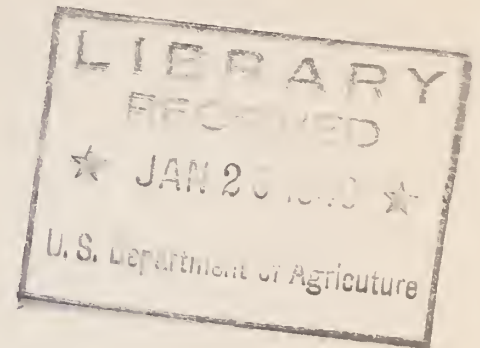
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THE MARKET BASKET

NUTRITIOUS MEATS OFTEN INEXPENSIVE



Strangely enough, some of the most nutritious meats are found at the bottom of the butcher's price list. Kidney, brains, heart, and liver have a distinctive flavor and an attractive appearance when they are properly cooked. Yet, all these meat organs, except calf liver, are inexpensive.

Even if their cost were much higher, these special meats would deserve an important place on the nutrition bargain list. They are considered economy headliners because they furnish so much food value.

Like other meats, they are good protein foods. In addition, they are an excellent source of iron and are richer than muscle meats in some of the vitamins. Although the food value varies, all make important contributions toward a good diet.

These organs, especially the brains and liver, spoil rapidly, but frozen, will keep for some time. If they are held after thawing, a sour odor may develop. On farms, where butchering is now in season, the family has these meats fresh. But, unless they can be frozen, it is wise to eat them as soon as possible.

If the meat organs have come from a packing house that makes use of the United States meat inspection service, the buyer may be sure that they are from

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healthy animals. However, little effort has been made to divide them into grades of quality.

Experienced buyers can judge the quality of these meats by making use of certain general rules. First, notice the color. Most persons prefer a bright color in kidney, heart, and liver. Fresh brains are a pinkish-gray.

All these organs are plump and well rounded when they come from good, young animals. Avoid flat kidneys, flabby hearts, thin livers, and brains that are broken into pieces. In selecting brains, make sure there are few blood clots. And for liver, make sure the texture is fine-grained and that there are no coarse strings.

Careful preparation for cooking is necessary. Remove the outer membrane and fat from kidneys; trim the gristle and veins off a heart; and take any blood clots off the brains. Calf and beef livers require no special preparation, but lamb and hog livers are usually scalded to improve the flavor.

The very tender organs — liver, kidneys from young animals, and brains — are cooked at a moderate temperature and no longer than necessary. To keep the meat tender and to retain the delicate flavor, be careful not to overcook it.

Broiling is one of the common methods for cooking the tender calf or lamb kidneys and tender liver. The flavor is best when they are cooked only until the red color has disappeared. Both the kidneys and liver make a welcome addition to the mixed grill meal so popular at this time of the year.

Tender kidneys and liver also may be panbroiled on top of the stove. Crips bacon or browned onions make a satisfying accompaniment. Or, the broiled or par-boiled liver may be made into a number of other appetizing dishes when the meat is ground or chopped fine. Try baking the ground liver in a loaf or in patties, with bacon and tomato sauce added as a finishing touch.

Brains, broken into small pieces, also may be panbroiled. After browning the brains, scramble them with eggs or add them to an egg omelet. If the brains are to be kept firm, as for use in a salad or a creamed dish, simmer them for about 15 minutes in water with a little vinegar and salt added.

The less tender organs -- the beef kidneys and the muscular hearts of all animals -- require longer preparation. To make them tender, cook them long and slowly with some liquid added.

To cook a beef kidney, cover it with cold water and heat slowly just to the boiling point. Discard the water and rinse the pan. Repeat this process about three times, or until there is no scum left and any strong odor has disappeared. Then add fresh water and simmer until tender.

The cooked kidney can be chopped up and used in making stew or the traditional English steak-and-kidney pie. Use butter, or other fat, with flour in thickening the kidney stock to make a rich gravy.

Hearts must also be cooked at a low temperature for a long time to make the connective tissue tender. A favorite method is to stuff the heart with a mixture of bread crumbs, celery, fat, and seasonings. Brown the stuffed heart and place it in a baking dish with a little water around it and cover. Cook it in a very moderate oven (about 300 degrees F.) until tender.

The boiled heart may also be chopped and used in such dishes as stew or chop suey. Or, to make it into a shepherd's pie, put the chopped heart and gravy between layers of mashed potato in a baking dish, and bake in a hot oven until heated throughout and brown on top.

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United States Department of Agriculture

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THE MARKET BASKET

by

Bureau of Home Economics, U. S. Department of Agriculture

COOKING FOR TWO

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Ordinary division doesn't always work when the young cook is trying to cut down a large recipe to fit a family of two. She soon learns that there are all sorts of special problems involved in small-quantity cookery.

Common complaints are that a roast for Sunday dinner means that there will be left-over meat for several days; cabbage heads do not always come in the correct size for two servings; fruits and vegetables may be more expensive in small cans than in large cans; and the last pieces of a pie become soggy before they are eaten.

With the aid of a good recipe book and the advice of friendly neighbors, it's easy enough to learn how to cook. But it takes real ingenuity to plan meals for two persons, without wasting food or letting the menus become monotonous. So it is important for the young homemaker to use care in planning purchases and in selecting food, even though she shops on a rather small scale.

To know exactly how many servings you can get from a certain amount of all the common foods, is the first step in the wise planning of meals-for-two. In a large family, where there are six or eight for every meal, an over-calculation in the amount of food needed can easily be absorbed by making each serving a little larger. But when there are only two for dinner, it's harder to dispose of an extra quarter-pound of meat or half-pound of vegetables.



So the wise cook will keep a record of how many servings she can get from a certain amount of the different foods she uses. Her record might include such facts as: one pound of prunes yields 10 to 12 servings, one pound of broccoli yields 2 to 3 servings, a quart of sauerkraut yields 5 to 6 servings, and one pound of ground meat yields 5 servings.

Many times there are considerable savings to be made through buying food in fairly large quantities. The skillful buyer will compare the prices of foods in different size containers and figure out how much she can save by getting the larger sizes. Then, of course, she will have to plan adequate storage space for keeping the food.

Well-arranged shelf space, covered jars, and refrigerator dishes of different sizes are important kitchen aids when there is food to be kept from one meal to the next. But remember that there is no saving if you buy more food than you can conveniently store. It is also poor economy to buy large amounts of foods that spoil quickly or lose their food value upon standing. For instance, fresh beans will shrivel after a day or two, sea foods spoil quickly, and fruit juices may lose some vitamin C after they stand for some time.

If you make use of the economies of purchasing in large quantities when there are only two in the family, it is important to plan meals for several days in advance. In this way there will be no waste and all left-over food will fit into a varied menu scheme.

For example, the No. 3 size can of fruit is often the most economical. But if you buy a large can of peaches or pineapple, you don't need to serve the fruit the same way for every meal. Use the peach halves as a salad with cottage cheese for lunch one day, make them into shortcake for a dinner dessert the next day, and serve them with toast for breakfast on another day. Use some of the

pineapple from a large can in a salad, and save the rest for broiling with ham and for later use in a fruit cup. By planning meals this way, there is no monotony and you save a few pennies each time you buy one large-size can of fruit instead of three small cans of different fruits.

Fortunately there are some foods that are almost planned-to-order for the family of two. Egg dishes can be made to fit a group of any size. And don't forget that eggs can be served as omelet, souffle, curry, and scallop--as well as poached, hard or soft cooked, fried, or baked. Chops, cutlets, ground meat, stewing meat, sausage, bacon, sliced ham, and liver are among the meats that a family of two can use to good advantage. In many markets chicken and fish can also be purchased cut into sections of convenient size.

But cooking more than enough for a single meal is often necessary, and sometimes it results in a saving of time and fuel. For example, roasts must weigh at least 3 pounds if they are to be cooked without undue shrinkage. So, if there is a roast for Sunday dinner, it is important to plan the meals for the following days around this left-over meat.

A beef roast may be used in hash--good hash, well browned, with poached eggs on top. Another day, the beef can be minced and heated in a barbecue sauce. Or the meat can be ground and mixed with celery, onion, and mayonnaise for a sandwich spread. Left-over veal or pork roast can be served cold, it can be shredded for chop suey, it can be diced and mixed with rice and vegetables to make a one-dish meal, or used to stuff peppers or large onions.

Even steak is a problem when cooking for two. A good steak that is thick enough for broiling is usually too large for two persons. However, a porterhouse will be closest to the two-serving size. Cut off the less-tender end of the steak and grind this end for making some other dish. Try cooking the ground meat as hamburger steak, or spread it on buttered toast and broil it, or make it into meat balls and serve with spaghetti.

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Vegetables can be changed on their second appearance at the table if they are served with some kind of a sauce—such as cream sauce, cheese sauce, or hollandaise sauce. Small heads of cabbage and cauliflower can not always be purchased, and even a bunch of carrots or beets may sometimes be too large. But these vegetables are all suited for use as a hot vegetable one day, and as a salad the next.

Desserts must also be planned definitely for the family of two. Puddings, and custards are easily adapted to a family of any size. But if you want pie, you can make individual pastry shells and put different kinds of filling in them on different days. Or bake a cake in cup-cake tins. Serve the cup cakes with sliced fruit and whipped cream one day, and with a simple icing or sauce on another day.

As a final point in simplifying the cooking-for-two problem, avoid putting small dabs of different vegetables and meat in the regular size serving dishes. Instead, try arranging both the vegetables and meat attractively on a single large platter or chop plate. Or, you may prefer to fill the plates in the kitchen and serve directly from there.

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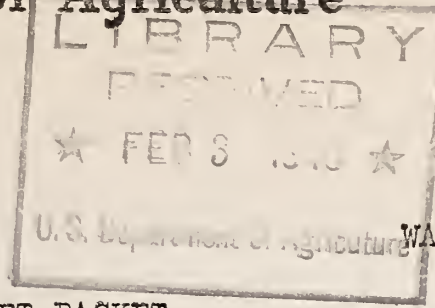
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INFORMATION FOR THE PRESS

United States Department of Agriculture

RELEASE WEDNESDAY :
JANUARY 31, 1940 :

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WASHINGTON, D. C.

THE MARKET BASKET

by

Bureau of Home Economics, U. S. Department of Agriculture

WHY WE EAT

The cook in a streamlined apartment kitchen may know a great deal more about food than her grandmother, who turned out such savory meals from her store of tried-and-true recipes. For, within the last generation, every homemaker has had the advantage of being able to learn what scientists all over the world have discovered about food values.

Grandmother prided herself on being a good "cook." But the modern homemaker takes equal pride in acting as sort of an "engineer" who understands how the food is used in making the body function as it should. She talks intelligently about nutrients -- the necessary substances in food that may spell the difference between good and poor health.

To scientists, the most colorful part of the recent nutrition studies has been the discovery of how to prevent and cure certain disease through proper diet. They have found that the lack of certain nutrients will cause pellegra, rickets, nutritional anemia, and many other less conspicuous body disorders. While these findings have been a great boon to society in general, they do not mean a great deal to the average homemaker -- unless her family is suffering from an acute case of one of these "deficiency" diseases.



However, nutritionists have also discovered that persons who think that their diet is perfectly all right may actually have a mild or borderline case of a deficiency disease. Although they may not be suffering from any of the extreme conditions -- they might be able to enjoy better health if they had all of the nutrients that they needed.

Because the experiment work is incomplete and much of it is relatively new, the scientists have not yet worked out a complete measuring stick to tell when the diet is perfect. But they have collected a lot of practical information that meal-planners can use in improving the diets for their families.

Grandmother probably never heard of calories, but she did know that folks had to eat if they wanted to live and work and keep warm. We know now that the energy for these purposes comes from the carbohydrates and the fats and the proteins of the diet. These nutrients are burned in the body -- burned in a chemical sense, without flame or smoke -- to produce heat energy. This heat energy supplies the body with the fuel for keeping warm; for using the muscles in work and play; and even for the heart beat, digestion, and the many other functions of which we are not conscious -- so long as they proceed normally.

Neither did grandmother realize that protein foods, such as milk and eggs, were necessary -- especially for growing children and hard-working men. Now we know that the protein is used to build a large part of the soft tissue in children's bodies. Of course, grown folks also need protein foods to repair the wear-and-tear on these same tissues.

Some cooks of the "old school" threw quantities of vitamins and minerals down the kitchen drain with the liquid from cooked or canned vegetables. But Southern mammies used the pot liquor and thus saved these food values, without realizing it. Now nutritionists have shown the importance of cooking foods so as to save the minerals and vitamins that perform such a variety of important functions in the body.



The list of minerals, which we know are necessary, grows longer all the time. Some of these minerals are needed in such small amounts that little is known about their real functions in the body. Trace elements, they are called.

But there are three minerals that are given the most attention because they are the ones that seem most likely to be low in the average diet. They are calcium, phosphorus, and iron -- each of which is essential for health.

Together, the calcium and phosphorus form a large proportion of the bones and teeth. But some of the calcium also stays in the blood stream and is necessary for the proper working of the heart and for the coagulation of the blood. Phosphorus also takes part in many of the chemical processes that keep us alive.

Iron is associated with good red blood, because it is used to form the hemoglobin. It is this hemoglobin in the blood that keeps the fire of life burning in the body. As Gove Hambidge, Editor of the 1939 Yearbook of Agriculture says, "When you don't get enough iron, the effect is a little like cutting down the draft of a furnace."

Finally there are the vitamins. They are something that grandmother never dreamed of. So far, scientists definitely know about eight vitamins, and they expect that they will soon know about more. Vitamins A, B₁, C, D, and G are the ones most widely known. And if foods are selected to furnish these in plentiful amounts there is little danger that there will be a shortage of the others.

Vitamin A has a lot to do with a healthy condition of the cells in the surface layers of the skin and in the mucous membranes inside the body. And, unless these cells are in good condition, the body lacks its normal protective barrier against certain kinds of infection.

Vitamin B₁ is necessary for keeping the nervous system in a normal and healthy condition. It is also needed for your body to obtain the energy value in sugar and starches.

Like the others, vitamin C is needed for all-round good health. But this vitamin is especially important for the health of the gums and the soundness of the teeth and bones.

Vitamin D is the "sunshine" vitamin that helps phosphorus and calcium to form bones and teeth. It is especially important for children who are rapidly developing new bones and teeth.

